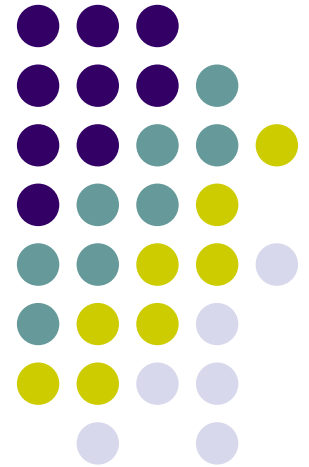


Web Site Development Guidelines

Webmaster User Group
January 24, 2007





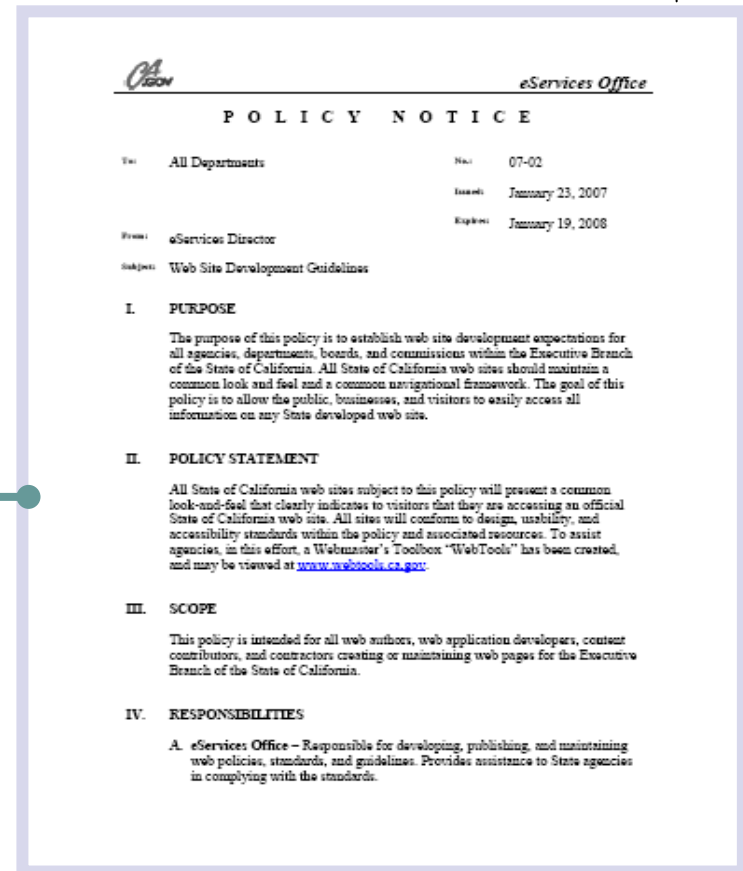
New web policy

- Establishes expectations to ensure all State web sites maintain a common look and feel
- Provides more flexibility – choices in colors
- Complies with accessibility requirements
- Gives agencies more control over their own on-line real estate
- Effective January 23, 2007



What it means

- By November 1, 2007, all State departments **within the Executive Branch** must comply with the ca.gov standards for:
 - Design
 - Accessibility
 - Usability
 - Separation of presentation and content

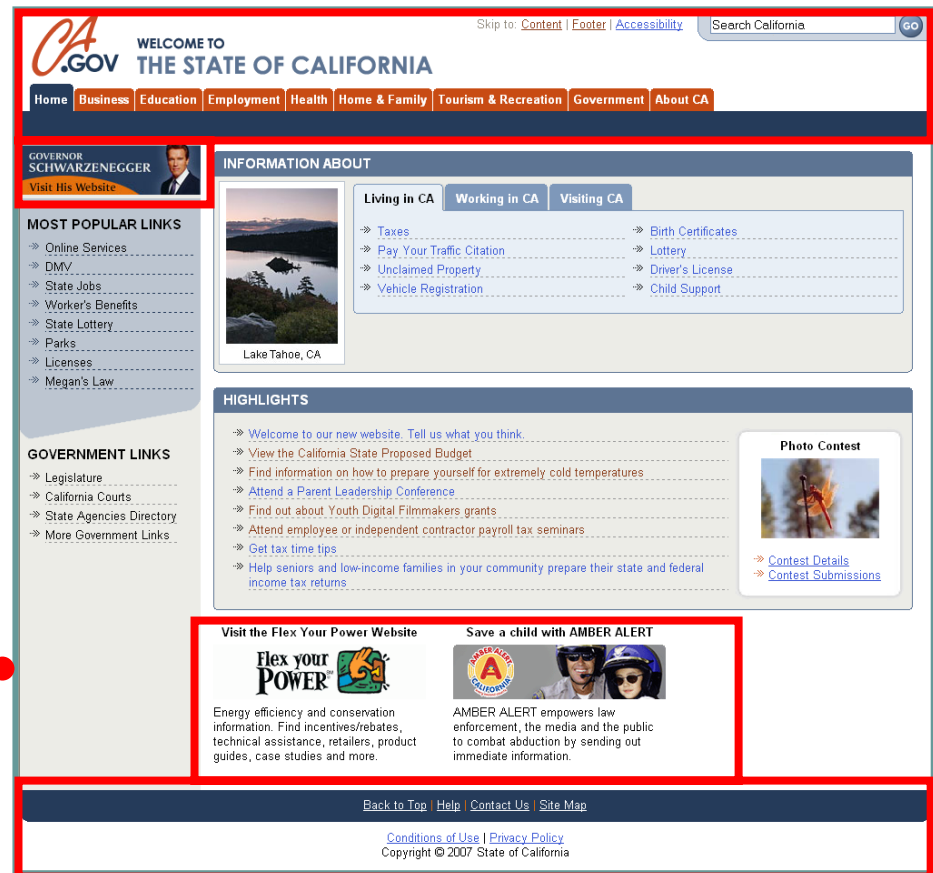


Design

- State agencies must conform to the new ca.gov design using the templates

Key Components

- Header
- Navigation tabs
- Agency content area
- Footer
- Color palette



Accessibility



- State agencies must:
 - Meet accessibility standards
 - California Gov Code 11135 (incl. 508)
 - Priority 1 and 2 (W3C)
 - **Make reasonable steps** to design and develop web sites that are accessible to people with disabilities

Become familiar with these standards and guidelines so you can apply these principles in designing and creating official State web pages.

Usability



- State agencies must:
 - Practice **good usability** principles
 - Adhere to California's usability standards for web site development

Poor web page design leads to wasted time, reduced productivity, increased frustration, loss of confidence, inaccuracies, and loss of repeat visits.



Separation of content

- State agencies must:
 - Use Cascading Style Sheets to apply
 - Style
 - Formatting
 - Positioning
- Using CSS **improves consistency** and allows agencies to **make changes more quickly**



Exceptions

- Web-enabled custom applications (**but they must be accessible**)
- Internal intranet sites
- Other exceptions may be allowed with written approval (special circumstances)
 - Contact the eServices Office **before you submit** an exemption request



Resources

- eServices Office
 - info@eservices.ca.gov
 - www.eservices.ca.gov
- WebTools
 - www.webtools.ca.gov
- Internet Development Forum
 - <http://webdev.ca.gov>